

ATTENDANCE AT CULTURAL ATTRACTIONS
DURING 1987

Total attendance at 61 museums, State monuments, historic sites, zoos, and similar attractions in Hawaii during 1987 was approximately 17,651,000, according to the annual cultural census conducted by the Department of Business and Economic Development. During the 1986-1987 season, 12 professional, community, college, and military theater groups on Oahu presented 1,354 performances of 439 dramatic or musical productions, viewed by 875,000 persons.

The attendance at museums and other attractions represented an all-time high, exceeding the 1986 total by 15.7 percent and the 1985 estimate by 20.5 percent. The 1986-1987 figure for the performing arts on Oahu surpassed the previous year by 3.5 percent but fell below the modern record of 1.09 million, attained in 1984-1985.

Oahu accounted for 30 of the State's 61 museums and related facilities, with attendance at such attractions amounting to 12.9 million. The Big Island was second, with 10 attractions and 3.5 million in attendance. Maui ranked third, with an attendance total of 775,000, followed by Kauai (with 487,000) and Molokai (with 13,000).

The leading attraction in the State was again the National Memorial Cemetery of the Pacific, which was visited by 5.3 million persons during 1987. The U.S.S. Arizona Memorial ranked second, with 1.8 million visits. The Jaggar Museum, opened at Hawaii Volcanoes National Park on January 13, 1987, attracted 1.4 million visitors and ranked third. Others exceeding one million were the Kilauea Visitor Center (1.3 million) and the Polynesian Cultural Center (1.0 million).

Ballets, concerts, operas, rock shows, and other dramatic and musical productions presented in facilities of the City and County of Honolulu Department of Auditoriums during the year ended June 30, 1987, numbered 113. The 157 performances of these productions were viewed by 413,000 persons.

The Honolulu Symphony Orchestra gave 85 performances with a total attendance of 140,000 during a strike-shortened season.

These statistics exclude Federal, State, or County parks in which the chief appeal is scenic or recreational rather than cultural, libraries, the performing arts on the Neighbor Islands and cultural attractions that are only incidental to other features.

Attendance figures should be interpreted with considerable caution. They take no account of either length of stay or the educational, aesthetic, or recreational quality of the individual's experience. It may be noteworthy, for example, that the most popular attraction on Kauai, a rather nondescript historical monument, owes its extremely high annual visitor count primarily to the fact that its restrooms are convenient to tour buses on the Waimea Canyon route.

The present survey is the 19th conducted by DBED. The first, reporting data for 1962, appeared in Statistical Report 12, and the second, with 1967 statistics, was published in Hawaii Tourism Data Book 1969. The most recent

figures, some of which have been revised for the present report, were initially issued in two Statistical Memoranda, and were later summarized in The State of Hawaii Data Book 1987. 1/

These statistics were compiled by the DBED Research and Economic Analysis Division in a mail and telephone survey of the facilities and groups listed in the accompanying tables. The cooperation of these organizations is gratefully acknowledged.

1/ "The Performing Arts, 1985-1986" (Statistical Memorandum 87-1, February 25, 1987) and "Attendance at Museums and Other Attractions, 1986" (Statistical Memorandum 87-2, June 22, 1987); The State of Hawaii Data Book 1987: A Statistical Abstract (November 1987), tables 238-241.

Table 1

ATTENDANCE AT MUSEUMS AND OTHER
ATTRactions, BY ISLANDS: 1983 TO 1987

Island	1983 1/	1984 1/	1985 1/	1986 1/	1987
NUMBER OF ATTRactions					
State total	54	60	60	59	61
Oahu 2/	32	33	31	30	30
Hawaii 3/	6	8	9	10	
Maui 4/	7	9	9	9	11
Kauai	7	8	9	8	
Molokai	2	2	2	2	2
ATTENDANCE					
State total	13,733,182	13,673,696	14,648,033	15,253,063	17,650,811
Oahu 2/	11,291,399	12,081,012	12,103,468	12,537,400	12,863,179
Hawaii 3/	1,659,681	599,345	1,131,231	1,309,761	3,513,157
Maui	252,030	441,502	887,670	888,498	774,740
Kauai	518,586	538,833	509,152	502,638	486,528
Molokai	11,586	13,004	16,512	14,766	13,207

1/ Revised from previous reports in this series, to include zoos (previously omitted) and corrected data for several attractions.

2/ Excludes Paradise Cove before 1984 and Kodak Hula Show after 1985.

3/ Excludes Wahaula Visitor Center before 1987. Kilauea Visitor Center total for 1985 apparently underreported and not comparable to other years.

4/ Lahaina Restoration Foundation attractions are counted separately.

Source: DBED mail and telephone surveys.

Table 2

ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS: 1985 TO 1987

[Calendar year data unless otherwise specified. Some 1985 and 1986 data have been revised]

Island and cultural attraction	1985	1986	1987
State total	14,648,033	15,253,063	17,650,811
Oahu	12,103,468	12,537,400	12,863,179
Bernice P. Bishop Museum 1/		257,760	278,083
Contemporary Arts Center	27,000	25,500	246,113
26,700			
Damien Museum and Archives 2/	-	10,618	
8,814			
Dole Cannery tours 3/	138,860	154,964	160,000
Foster Botanic Garden	61,676	62,472	59,352
Fred Ohrt Museum	3,880	3,593	5,221
Hawaii Maritime Center 4/	45,000	105,000	100,000
Honolulu Academy of Arts 5/		274,950	280,842
258,789			
Honolulu Zoo	782,866	801,418	
758,485			
Hoomaluhia Park	42,696	49,278	55,265
Iolani Palace State Monument 1/	71,000	72,000	
76,000			
Kodak Hula Show	460,000	(NA)	(NA)
Mission Houses Museum 6/	14,100	16,000	18,221
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	240,065	216,995	
239,698			
National Memorial Cemetery of the Pacific	4,453,063	5,122,003	5,343,973
Pacific Submarine Museum 7/		45,000	40,000
20,000			
Paradise Cove	242,239	239,767	307,603
Paradise Park	272,592	225,153	258,208
Polynesian Cultural Center	1,029,000	870,000	1,001,708
Puu o Mahuka Heiau State Monument 1/	11,000	11,000	
9,000			
Queen Emma Summer Palace .	16,732	26,298	18,209
Royal Mausoleum State Monument 1/	74,000	76,000	
77,000			
Sea Life Park	655,000	684,530	637,889
Tennent Art Foundation Gallery .	3,000	(NA)	(NA)
Tropic Lightning Museum	8,700	9,100	7,000
Ulu Po Heiau State Monument 1/ .	6,000	5,000	
4,000			
U.S. Army Museum, Ft. DeRussy .	143,390	109,711	91,341

U.S.S. Arizona Memorial .	1,629,660	1,809,080	
1,845,557			
Visiting either Memorial or			
Visitor Center .	1,336,992	1,435,885	1,522,635
Aboard non-landing tour boats	292,668	373,195	322,922
U.S.S. Bowfin WWII Submarine			
Exhibit 8/	254,053	284,202	206,610
Wahiawa Botanic Garden .	18,711	17,245	17,369
Waikiki Aquarium 9/	322,796	330,071	332,219
Waimea Falls Park	498,679	601,477	672,835
Hawaii	1,131,231	1,309,761	
3,513,157			
Hawaii Tropical Botanical Gardens	20,000	32,000	34,000
Greenwell Store Museum	2,500	5,000	5,100
Hulihee Palace	21,469	21,350	24,635
Jagger Museum 10/	-	-	1,373,000
Kamuela Museum .	16,000	16,000	(NA)
Kealahakua Bay State Historical Park 1/	26,000	36,000	57,000
Kilauea Visitor Center.	911,300	1,055,000	1,310,000
Lapakahi State Historical Park 1/	73,000	71,000	65,000
Lyman House Memorial Museum 11/	21,013	20,199	15,252
Panaewa Rainforest Zoo	39,949	53,212	67,170
Wahaula Visitor Center	(NA)	(NA)	562,000
Maui	887,670	888,498	774,740
Alexander & Baldwin Sugar Museum 12/	-	-	5,406
Halekii-Pihana Heiaus State Monument 1/	57,000	50,000	22,000
Kula Botanical Gardens	21,995	22,540	18,150
Lahaina Restoration Foundation	162,988	167,724	179,878
Baldwin Home Museum	43,414	43,454	47,400
Brig Carthaginian	73,201	76,835	78,278
Hale Pa'i	8,461	7,615	6,500
Kalaupapa Lighthouse Exhibit 13/	-	-	11,500
Wo Hing Temple	37,912	39,820	36,200
Maui Historical Society Museum	5,687	18,234	18,306
Maui Plantation	550,000	550,000	451,000
Maui Zoological & Botanical Gardens	80,000	80,000	80,000
Kauai	509,152	502,638	486,528
Coco Palms Zoo	5,423	6,142	6,142
Grove Farm Homestead .	4,664	4,901	4,379
Hanalei Museum .	6,500	6,500	6,500
Haraguchi Rice Mill Museum 14/ .	-	-	-
Kauai Museum 15/	20,248	25,345	28,748
Kokee Natural History Museum	83,424	83,485	83,979
Olu Pua Gardens	4,800	6,696	(NA)
Pacific Tropical Botanical Garden	5,229	6,899	10,500
Russian Fort Elizabeth State			
Historical Park 16/	375,000	359,000	343,000
Waioli Mission House	3,864	3,670	3,280
Molokai	16,512	14,766	13,207
Kalaupapa Settlement .	12,012	6,737	8,395
Molokai Ranch Wildlife Park 17/	4,500	8,029	4,812

NA Not available.
 1/ Years ended June 30.
 2/ Closed most of 1985; reopened February 11, 1986.
 3/ 1985 figure refers to year ended June 30.
 4/ Includes Falls of Clyde (55,000 in 1987) and Aloha Tower Maritime Museum (45,000 in 1987).
 5/ Includes Academy Theatre (81,617 in 1985, 85,697 in 1986, and 82,135 in 1987).
 6/ Years ended September 30.
 7/ Closed at end of May 1987.
 8/ Closed March 2-April 6, 1987 and April 23-June 19, 1987.
 9/ Includes both adult (236,912 in 1987) and child (95,307) attendance.
 10/ Opened January 13, 1987.
 11/ Plus 1,987 in outreach programs in 1987.
 12/ Opened January 16, 1987.
 13/ Opened April 1987.
 14/ To open officially in 1988.
 15/ Years ended September 30, 1987 and December 31, 1986 and 1985.
 16/ Years ended June 30. Attendance estimates reflect heavy use of restrooms by tour bus passengers.
 17/ Closed part of 1987 for maintenance.
 Source: DBED mail and telephone surveys.

Table 3

PERFORMING ARTS STATISTICAL SUMMARY, FOR OAHU:
 1977-1978 TO 1986-1987 SEASONS

Season	Number of groups reporting		Productions	Performances	Attendance
1977-1978	12	254	1,513	850,802	
1978-1979	12	219	1,024	766,018	
1979-1980	12	183	1,178	723,581	
1980-1981	13	254	1,128	830,585	
1981-1982	12	500	1,300	804,647	
1982-1983	13	502	1,376	936,821	
1983-1984	13	695	1,734	1,060,367	
1984-1985	12	773	1,809	1,086,930	
1985-1986	12	353	1,245	845,328	
1986-1987	12	439	1,354	875,063	

Source: DBED mail and telephone surveys.

Table 4

PERFORMING ARTS, FOR OAHU: 1986-1987 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups .	439	1,354	875,063
Brigham Young University - Hawaii Campus .	17	28	8,043
Chaminade University of Honolulu	2	9	711
Hawaii Loa College	2	8	560
Hawaii Performing Arts Company	7	108	11,296
Honolulu Community Theatre	8	102	52,000
Honolulu Department of Auditoriums, total	113	157	412,973
Ballets .	3	4	5,534
Concerts	63	75	205,546
Operas	3	9	15,229
Rock shows	12	14	83,603
Other dramatic and musical productions	32	55	103,061
Honolulu Theatre for Youth	7	292	134,138
Leeward Community College .	56	187	73,720
The Starving Artists' Theatre Company	6	72	9,000
U.S. Army Support Command, total 1/	199	262	121,514
Plays, musicals and workshops	6	36	6,660
Showmobile activities	38	40	56,684
DOD/USO touring shows	9	40	15,443
Soldier bands and jam sessions .	144	144	7,727
Special events	2	2	35,000
University of Hawaii at Manoa	19	109	43,864
Windward Theater Guild	3	20	7,244

1/ Year ended September 30, 1987.

Source: DBED mail and telephone survey.

Table 5

HONOLULU SYMPHONY ORCHESTRA: 1976-1977 TO 1986-1987

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
1976-1977	80	136	200,000	1,654,050
1977-1978	75	109	194,474	1,980,720
1978-1979	75	118	192,413	2,398,020
1979-1980	75	122	186,135	2,189,172
1980-1981	80	107	155,622	2,211,082
1981-1982	80	109	168,900	2,627,293
1982-1983	80	142	204,193	2,817,196
1983-1984	80	133	194,600	2,562,500
1984-1985	80	120	167,500	2,966,700
1985-1986	80	137	208,370	3,053,257
1986-1987 1/	80	85	139,703	2,394,804

1/ Season shortened by musicians' strike, Aug. 8-Nov. 26, 1986.

Source: Honolulu Symphony Society, records.